

Tacoma Billboard Community Working Group

Meeting 7

Monday, December 15, 2014, 4:00-6:00 P.M

Center for Urban Waters, 326 East D Street

DRAFT MEETING SUMMARY

Working Group Members Attending:					
Andy Mordhorst	X	Ray Velkers	x	Rusty George	x
Doug Schafer	X	Steve Wamback	X	Pete Grignon	x
Tricia DeOme	X	Pam Guinn	X	Eric Jackson	
Nick Fediay	X	Mike Luinstra	X	Rose Mednick	x
Jill Jensen	x	Dale Reed	x		
<i>Dalton Gittens</i>	x	Evette Mason			
Working Group Member Alternates Attending (* -- in audience):					
<i>*John Thurlow</i>	X	<i>*Al Ralston</i>	x	<i>*Peter Wangoe</i>	x
City Representatives, Staff, & Support Team Attending:					
Brian Boudet	X	Karen Reed	x	John Harrington	x
John Griffith	X	Michelle Regan	x	Elliott Fitzgerald	x

Facilitator Karen Reed welcomed the group. She mentioned that this will be Andy Mordhorst’s last meeting and alternate John Thurlow will become a voting member of the working group at the next meeting (as replacement for Andy).

The summary of the December 1, 2014, meeting were accepted as corrected (“~~Steve Wamback~~ Sharon Winters asked if tribal land is excluded from state regulation” and “~~Steve Wamback~~ A member asked which regulations would be enforced in a scenario where the city regulations were stricter than the state” both on page 3).

Karen reviewed the ‘Roadmap’ for completing the project. She noted that the co-chairs and staff team believe we will probably need an additional meeting to get the work done. She informally polled the group about their willingness and availability to add a meeting in January which would allow dropping the February 23 meeting; nearly all are amenable to this idea. Karen will get some possible dates out to the group members by email and will set the additional January meeting if a date works for a substantial majority of group members.

Brian Boudet reviewed the document “Tacoma’s Mixed Use Centers” with the group, clarifying the differences between the City’s various Mixed Use zones.

Doug Schafer asked about the federal rules for commercial/industrial zones relative in particular to compensation, apply to mixed use zones. John Harrington related his recollection of the state statutes on this matter; staff will follow up in writing as part of the ongoing tracking of CWG information requests, for response at the next meeting.

Karen noted that we have a map of the draft City transportation plan update on the wall; Brian noted that it includes no major changes to the City’s grid or road usage; John Thurlow, who is serving on the

City's advisory committee for transportation, agreed and noted it was helpful to be able to not have to be concerned about this issue.

Karen asked the group members to remain in their two breakout groups to continue to work through the first question before the group: "Where (which zones) should billboards be allowed? Where should they not be allowed?" The remainder of the meeting was devoted to this discussion in the two groups. At the conclusion of the discussion, Tricia DeOme presented the results of group one's discussion and Steve Wamback presented the results of group two's discussion. *Discussion results are recapped at Attachment 1 to this meeting summary.*

Karen noted that the responses between the two groups remain very similar. She thanked the group for their continued good work on these difficult issues. She noted that she will make some conforming changes to the Attachment to the Meeting 6 minutes (summarizing CWG discussion) to conform to the approved minutes from Meeting 5. She asked whether the group wanted to take on a homework assignment in advance of the next meeting, but noted it was the holidays; the group declined to take on homework.

Steve Wamback asked whether the group would prefer to add an hour to one of the early 2015 meetings, rather than add an additional January meeting; several CWG members indicated they would not prefer this option. Karen reiterated that she will get dates for a new meeting out to the group by email to see what will work.

The meeting adjourned at 6:08 P.M.

Attachment: Summary of discussion results at Meetings 5,6 & 7.

Attachment 1 to Meeting 7 Summary

Part 1. Results of small group discussion at Meeting 5, 6 & 7 <i>(Results from Meeting 7 italicized.)</i>			
List of Preliminary Consensus and Recommended Zones Per Homework 2 Tally	Zone Code	Should Billboards be allowed in this zone?	
		<i>GROUP 1</i>	<i>GROUP 2</i>
Residential Zones	R-1 thru R-5		
Do not Allow		Agree. Question: what about future zoning? Should it depend on the percent of residential population in a zone expected/planned for long-term in a zone?	Agree. Question: should we be considering this based on current zoning or future expectations? Ultimate development expectations are relevant here.
Downtown Zones			
Allow in Warehouse Residential District	WR	Allow. 5 – keep existing, no additional 2—add more—receiving area	Consensus: allow billboards in this zone but with restrictions. Consider adjacent residential zoning. -- billboards shouldn't be visible to adjacent residents (apply also to C-1, C-2, PDB) Prefer to place any BB on walls, as opposed to free standing
Commercial Zones			
Allow in General Neighborhood Commercial District	C-1	No new billboards (100% agreement) CCO: Low priority to retain billboards in this area. Group prefers to remove from this area—question of credits for removal.	Allow in all 3 areas but there should be consideration of adjacent residential development—ensure billboards are not visible to adjacent residents.
Allow in General Community Commercial District	C-2	7 – allow BB in this zone CCO: make this a receiving area. General consensus: allow more.	
Allow in Planned Development Business District	PDB	100% agreement to allow billboards in this zone	

Mixed Use Center Zones			
Commercial Mixed Use District <i>Allow in CCX</i>	CCX	<i>Consensus to allow— 7—allow; 2—do not allow</i>	<i>Consensus to allow (6-0). Some concern about size (one member prefers poster size), and desire that BB are not visible from adjacent residential areas</i>
<i>Allow in Urban Center mixed use district</i>	UCX	Additional billboards ok in this zone. 100% would allow with size and design limitations.	6—allow 1—do not allow Tacoma Mall area good location for new BB. If BB allowed in this zone, separation is key, as well as buffering from residential areas. Slight preference for “poster” size billboards
Allow in Commercial Industrial Mixed Use	CIX	5 yes allow in this area, 1 no.	6—allow 1—do not allow Tacoma Mall area good location for new BB. If BB allowed in this zone, separation is key, as well as buffering from residential areas. Poster size maximum.
Industrial Zones			
Allow in Light Industrial District	M-1	100% of the group would allow billboards in these zoning districts.	Allow with consideration for impacts on adjacent residential areas
Allow in Heavy Industrial District	M-2		Allow
Allow in Port Maritime & Industrial District	PMI		Allow
Shoreline Zones			
Do not allow in Shoreline zones	S1-17	No consensus on whether to allow or prohibit. Discussed further: consensus reached, Do Not Allow.	Agree that no new billboards should be allowed in shoreline zones
Overlay Zones			
Do not allow in View Sensitive Overlay District	VSD	Unanimous: do not allow	Unanimous: do not allow new BB Note: VSD outcome (no BB) should govern in the C-1 area along the shoreline (Old Town)

Do not allow in Historical Special Review Overlay District	HIST	Unanimous: do not allow	Agree: do not allow new BB
Do not allow in Conservation Overlay District	CONS	Group divided. <i>Revote at Meeting 7: 4—allow; 5—do not allow: no consensus.</i> Discussion centered on keeping existing and not allowing new BB.	Agree with homework consensus: do not allow new BB
Do not allow in S. Tacoma Groundwater Protection District	STGPD	Allow – defer to other zoning regs here	Allow – defer to underlying zoning
<i>S. Tacoma Manufact./Indust. Center Overlay</i> no consensus in HWK#2	ST-M/IC	Allow	<i>Defer to underlying zoning</i>

**Part 2: Zones where there was no preliminary consensus
(results of discussion at Meetings 6 and 7)**

Zones where there is <u>no preliminary consensus</u> per homework 2	Group 1	Group 2
Downtown Zones		
DCC – Downtown Commercial Core	Allow: 6 It’s a commercial zone Don’t Allow: 1 Not appropriate for this density	Allow: 5 High intensity commercial urban core. Don’t Allow: 2 Most intense pedestrian uses, so reduce visual clutter. Idea: if BB allowed here, should be “artistic” not “photos”.
DMU-Downtown Mixed Use District	Allow: 6 Commercial(?) Don’t Allow: 1 Meant to become more residential	Allow: 5 High intensity commercial urban core. Don’t Allow: 2 Most intense pedestrian uses, so reduce visual clutter.

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Zones where there is <u>no preliminary consensus</u> per homework 2	Group 1	Group 2
		Idea: if BB allowed here, should be “artistic” not “photos”.
DR-Downtown Residential	Allow: 1 Don't Allow: 6. It's residential.	Allow: 2 Don't Allow: 5. It's residential.
Commercial Zones- T Transitional District	Allow: 4 -- require conditional use permit (2) Don't Allow: 1	No consensus Allow: 4 Don't Allow: 3
Mixed Use Zones		
NCX-Neighborhood Commercial Mixed- Use District	<i>No consensus.</i> 4—Allow 5—Do not allow because of pedestrian oriented streets	<i>No consensus.</i>
RCX-Residential Commercial Mixed-Use District	<i>9-0 vote to NOT allow BB</i>	<i>2 – Allow</i> <i>4 –Do not allow</i>
NRX- Neighborhood Residential Mixed-Use District	<i>9-0 vote to NOT allow BB</i>	<i>6- 0 vote to NOT allow BB</i>
URX-Urban Residential Mixed Use District	<i>9-0 vote to NOT allow BB</i>	<i>6- 0 vote to NOT allow BB</i>
HMX-Hospital Medical Mixed Use District	<i>3 – allow</i> <i>6—do not allow</i>	<i>1—allow</i> <i>5—do not allow. There are no BB there now, do not start adding.</i>

Part 3: Priority Zones

1	Top 5 zones for REMOVING existing billboards (and what is the total existing BB count in these zones?)	
	<p>Group 1:</p> <p>9-0 vote that these are districts where it should be a priority to remove BB:</p> <ul style="list-style-type: none"> • R-2 • R-4 • Shoreline • Downtown Residential (DR) • C-1 • RCX <p>(24 total BB in these zones)</p> <p>NCX zone and Conservation overlay were a priority for 4 members of the group.</p>	<p>Group 2:</p> <p>No group consensus. Areas discussed as priorities for removal of BB:</p> <ul style="list-style-type: none"> • All R zones • C-1 (more of the group would allow BB in this zone) • Anywhere residents can see BB from their homes. • Tyler Street in the Transition zone • 6th and Sprague • 56th & Washington near the train track
2	Areas where additional billboards are most valuable to Billboard owners --- that are also zones identified by group as acceptable for billboards.	
	<p>Group 1:</p> <p>Consensus to ALLOW BB in these zones:</p> <ul style="list-style-type: none"> • C-2 • PDB • M-1 • M-2 • PMI <p>CCO will come back with a statement at the next meeting about what areas are their priorities for adding new BB.</p>	<p>Group 2:</p> <p>No consensus. Observed that what is important to BB owners, advertisers is eyeballs on the sign and businesses. High value locations identified in discussion include:</p> <ul style="list-style-type: none"> • Tacoma Mall • 74th Street business districts • Anywhere close to I-5 • Proctor District • TCC / James Center • Union / Center Street • Downtown